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the LATEST SCOOP

1986 • EDITION

The International Ice Cream Association, formerly International Association of Ice Cream Manufacturers, launched its ICE CREAM FOR AMERICA promotion in 1983 to increase consumer awareness for ice cream, largely by reminding consumers of their predisposition to enjoy ice cream. The ICE CREAM FOR AMERICA campaign serves as an umbrella program for individual company activities, all integrated by the servicemarked ICE CREAM FOR AMERICA logo. It now consists of three integral parts -- marketing and promotional activities, public relations programs, and an extensive advertising effort.

Ice cream companies are participating in the promotion by developing point-of-purchase materials and in-store promotions for their brands, and sponsoring local charitable events and community activities. Additionally, the promotion is geared to generate extensive national and local publicity on ice cream, through stories and articles in national and trade publications.

In 1986, IAICM cooperated with the National Dairy Promotion and Research Board in the planning, development and implementation of an extensive, successful advertising effort. Member companies of the IAICM increased their own branded advertising expenditures and the National Dairy Board agreed to spend $4.9 million on a nonbranded advertising program "TASTE SUMMER." The national radio and television, point-of-purchase sales kits tied in with branded advertising and the ICE CREAM FOR AMERICA program and its logo.

The month of July has been designated as National Ice Cream Month, and the second Sunday in July as National Ice Cream Day by the United States Congress and presidential proclamation.

The fourth consecutive Capitol Hill Kickoff of ICE CREAM FOR AMERICA was held on June 19, 1986. More than 10,000 ice cream lovers, including Senators and Congressmen and their families, government officials, national and local media and IAICM members attended the Kickoff. They enjoyed 2,500 gallons of ice cream, 7,000 novelties, 180 gallons of Smucker's Toppings, and 8,000 A&W Rootbeer Floats.

THE LATEST SCOOP

WORLDWIDE

FACTS & FIGURES ON ICE CREAM
& RELATED PRODUCTS

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FOREWORD

The ice cream industry continues to grow, offering a wide variety of flavors and novelty products that appeal to all age groups. Record high volumes of ice cream and related products were consumed in 1985 and this pattern continues in 1986.

In addition to reporting production and consumption trends in the United States, Canada and 53 other countries, "The Latest Scoop" contains information on consumer demographics, flavors, packaging and other relevant data.

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Additional copies to members of the International Ice Cream Association -- 1-24 copies $2.00 per copy; 25-99 copies $1.50 each; 100-499 copies $1.25 each; over 500 copies $1.00. Minimum order $10.00. Copies to non-members, $10.00 each. Includes postage and handling charges.

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How It All Started

Ice cream probably evolved from chilled wines and other iced beverages. In the fourth century before Christ, Alexander the Great was reputed to be fond of iced beverages.

And, from ancient records, it is learned that in 62 A.D., the Roman Emperor, Nero, sent fleets of slaves to the mountains of the Apennines to fetch snow and ice which were then flavored with nectar, fruit pulp and honey.

Marco Polo, the 13th century bard and adventurer, brought with him to Europe from the Far East, recipes for water ices...said to be used in Asia for thousands of years. These water ices became popular in Venice and throughout Italy.

When Catherine de Medici married Henry II and became Queen of France in 1533, she brought with her recipes for Italian sherbet. It is said that her son, Henry III, was addicted to these delicacies and consumed them daily.

In 1660 the Cafe Procope was founded in Paris by an Italian named Coltelli, and water ices and possibly cream ices were manufactured and dispensed.

This delicacy found its way to America and in 1700 Governor Bladen of Maryland was serving ice cream to his guests.

Dolley Madison created a sensation when she served ice cream as a dessert in the White House at the second inaugural ball in 1812.

The first hand-cranked freezer was invented by Nancy Johnson in 1846. She failed to patent it, however, and a similar type was patented by a Mr. Young in 1848.

The first commercial ice cream plant was established in Baltimore in 1851 by Jacob Fussell.

A year before the turn of the century, August Gaulin of Paris invented the homogenizer which is used to help develop the smooth texture of ice cream.

With the coming of mechanical refrigeration, the first batch freezer was invented by H. H. Miller of Canton, Ohio. About 1926, the first continuous freezer was commercially perfected by Clarence Vogt of Louisville, Kentucky.

The ice cream cone was first made and sold at the St. Louis World's Fair in 1904. It has remained a favorite to this date, with billions of cones consumed each year. Other products, such as ice cream on sticks, ice cream bars and other forms of ice cream; ice milk and sherbet, known in the industry as "novelties" had their beginning in the 1920s.

How Ice Cream Is Made

The basic mix for the manufacture of ice cream is largely cream and other milk ingredients, plus sweeteners.

The ingredients of the mix are carefully blended in proper proportions in a mixing tank. The mix may contain small amounts of functional ingredients, such as stabilizer, which prevents the formation of ice crystals in the ice cream after it is frozen.

The mix goes to a pasteurizer where it is heated and held at a predetermined temperature for a specified period of time. The most common type of pasteurization is the high-temperature-short-time method in which the mix is heated to 175 degrees F. and held for 25 seconds.

The hot mix then goes to the homogenizer where, under pressure of from 2,000 to 2,500 pounds per square inch, the milkfat globules are broken into still smaller particles to help make the ice cream smooth.

After homogenization, the hot mix is quickly cooled to a temperature of about 40 degrees F.

Next, freezing of the mix is accomplished by one of two methods: a "continuous freezer" which uses a steady flow of mix; or a "batch freezer" which makes a single quantity of ice cream at a time.

While the ice cream is being frozen, blades in the freezer, or "dashers" as they are commonly called, whip and aerate the products. Without this aeration, the finished product would be an inedible, solidly frozen mass of cream, milk, sugar and flavoring. In all states, this aeration, called "overrun," is controlled by requiring the finished ice cream shall weigh not less than 4.5 pounds per gallon and contain at least 1.6 pounds of total food solids.

With the use of the continuous freezer, ingredients such as fruits and nuts are added after the freezing by a mechanical flavor feeder. Liquid flavors are added to the mix prior to freezing.

The filling operation includes many activities such as filling large containers, half gallon, quart and pint packages, paper cups or molds for ice cream on a stick.

After the freezer and filling, ice cream goes to the "hardening room" where sub-zero temperatures further harden the ice cream. From the hardening room, it is loaded into refrigerated trucks for delivery to distributors or retailers.

Review

United States

- The ice cream industry continues to grow and flourish. In 1985, for the seventh consecutive year, record high volumes were established for ice cream and ice milk. Ice cream volume amounted to 901.4 million gallons, up 1% and ice milk 301.1 million gallons, up 0.4%. Water ice production rose 17.5% for a record high volume of 49.8 million gallons. This is due largely to the growing popularity of the fruit juice bar which is included in this category. Other frozen dairy products, which includes pudding pops, showed a gain of 15.5%. Sherbet production increased 1.5% for the year for a total gallonage of 48.2 million gallons. The total volume of all ice cream and related products reached 1.336 billion gallons...an all-time high. And, this upward trend appears to be continuing in 1986.

- The retail value of ice cream and related products is estimated to be $8.2 billion.

- The industry employs 20,000 people and has an annual payroll of $367.2 million.

- The highest per capita consumption of ice cream is in the New England area with 22.88 quarts...compared with 15.10 quarts nationally.

- The North West Central region leads the nation in the consumption of all ice cream and related products with a per capita of 33.28 quarts.
- The North West Central region also claimed the highest per capita consumption of ice milk, 8.57 quarts.

- Ninety-six percent of ice cream is hard frozen and 4% soft serve... while 79% of ice milk is soft serve and 21% hard frozen.

- Ice cream accounts for 67% of the total production of all products, ice milk 23%, water ices 3.7%, sherbet 3.6%, with the balance made up of mellorine and other frozen dairy products.

- Raw material costs accounted for 52.9% of the ice cream processor's dollar, up 1% from 1984, while processing and packaging costs, 30.3%, was down 2%.

- Capital expenditures for new plants and equipment rose 11% in 1984, for a total of $84 million.

- Since 1956, the number of ice cream plants has steadily declined, but in 1985 this trend was reversed with 865 plants reported (excludes counter freezers), a slight increase over 1984.

- Ice cream restaurants totaled 19,870 in 1985 with approximately one out of every five located in the East North Central region.

Preliminary

1986 PRODUCTION

(Thousand Gallons)

Month	Ice Cream 1986	Ice Cream % Change from 1985	Ice Milk 1986	Ice Milk % Change from 1985	Sherbet (Hard) 1986	Sherbet (Hard) % Change from 1985
January	60,403	- 2.54	19,548	+13.62	2,918	- 3.60
February	64,639	+ 6.29	19,563	+ 9.65	2,997	+ 4.61
March	74,546	+ 0.24	26,522	+10.50	3,670	- 4.53
April	77,674	+ 2.11	29,467	+ 6.12	4,246	+ 0.76
May	85,601	- 0.76	34,654	+ 8.78	5,014	+ 3.21
June	90,629	+ 0.45	34,455	+ 8.94	5,685	+14.83
July	94,482	- 1.52	35,286	+ 1.18	5,777	+ 9.70
7-Month Total	547,974	+ 0.43	199,495	+ 7.73	30,307	+ 4.42

PRODUCTION AND PER CAPITA - 1985

	1985	% Change from 1984
Total - Ice Cream & Related Products 1/	1,335,831,000 gals.	+ 1.51
Per Capita Production	22.38 qts.	+ 0.54
Ice Cream (Hard and Soft)	901,449,000 gals	+ 0.78
Per Capita Production	15.10 qts.	0.0
Ice Milk (Hard and Soft)	301,104,000 gals.	+ 0.43
Per Capita Production	5.04 qts.	- 0.01
Sherbet (Hard and Soft)	48,206,000 gals.	+ 1.51
Per Capita Production	0.81 qts.	+ 0.56
Water Ices (Hard) 2/	49,842,000 gals.	+17.53
Per Capita Production	0.84 qts.	+16.42
Mellorine (Hard and Soft)	8,752,000 gals.	- 1.51
Per Capita Production	0.15 qts.	- 0.03

1/ Includes a small amount of other frozen dairy products.
2/ Excludes production of water ices by counter freezers.

INTERNATIONAL REVIEW

The United States continues to consume more ice cream and related product than any other nation reported, with a per capita production in 1985 of 44.76 pints. Of this total, 30.21 pints is ice cream.

New Zealand has replaced Australia as the second leading consumer of ice cream and related products, reporting a per capita production of 41.82 pints of which 37.95 pints is ice cream.

Australia ranks in third place with a per capita production of 38.63 pints for all ice cream products and a per capita production of ice cream of 27.80 pints.

Canada has the fourth highest per capita of ice cream and related products of 32.01 pints, and a reported per capita production of 26.55 pints of ice cream.

Sweden again is in fifth place with a per capita of 28.76 pints for all ice cream products and 25.64 pints of ice cream.

Definitions

- Selected Frozen Desserts -

ICE CREAM is a frozen food made from a mixture of dairy products, such as milk, cream and nonfat milk, combined with sugars, flavorings, fruits, nuts, etc. Ice cream which contains at least 1.4% egg yolks is called french ice cream or frozen custard. Ice cream and french ice cream contain a minimum of 10% milkfat and weigh not less than 4.5 pounds per gallon.

ICE MILK is a frozen dessert which is similar to ice cream except that it contains between 2% to 7% milkfat.

SHERBET, both fruit sherbet and those flavored with flavors other than fruit, contains between 1% to 2% milkfat and weighs not less than 6 pounds per gallon.

WATER ICES, both fruit ices and those flavored with flavors other than fruit, contain no dairy ingredients and weigh not less than 6 pounds per gallon.

MELLORINE is a frozen dessert similar to ice milk in which the milkfat is replaced, in whole or in part, with vegetable fat and the minimum fat content is 6%.

Nutrition Highlights

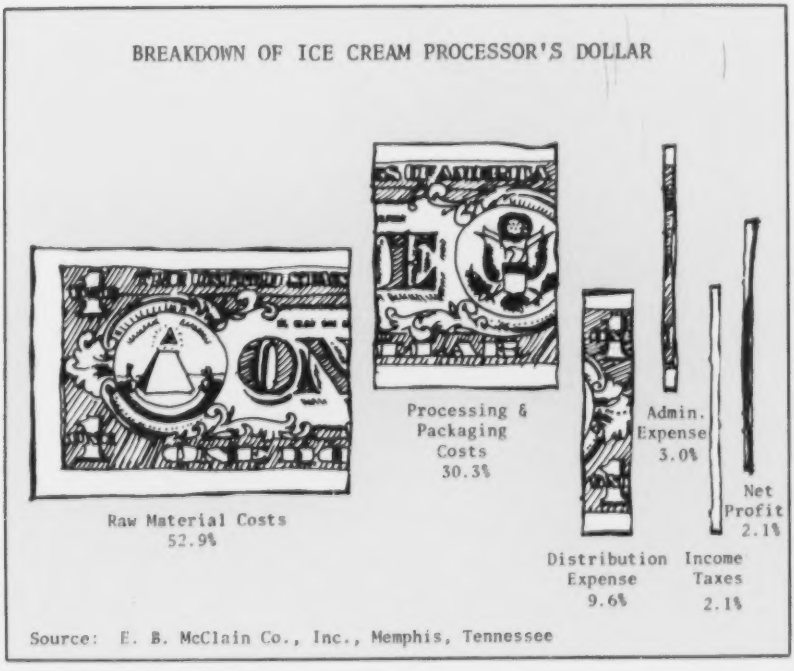
	Calories	Protein g.	Carbohydrate g.	Fat g.	Vitamin A I.U.	Calcium mg.	Phosphorus mg.	Riboflavin mg.
Vanilla Ice Cream (10% fat)	135	2.4	15.9	7.2	271	88	67	.164
% U.S. RDA 2/		5.8%			5.4%	8.8%	6.7%	9.6%
Vanilla Ice Cream (16% fat)	175	2.1	16.0	11.8	448	76	58	.141
% U.S. RDA 2/		4.6%			9.0%	7.6%	5.8%	8.3%
Vanilla Ice Milk (4% fat)	92	2.6	14.5	2.8	107	88	64	.173
% U.S. RDA 2/		5.7%			2.1%	8.8%	6.4%	10.1%
Orange Sherbet (2% fat)	135	1.1	29.4	1.9	93	52	37	.045
% U.S. RDA 2/		2.4%			1.8%	5.2%	3.7%	2.6%

1/ Values presented per 1/2 cup (approximately 4 fluid ounces). Source: Calculated from USDA Agricultural Handbook 8-1 (November 1976) data.

2/ United States Recommended Daily Allowance.

THE "REAL" PRICE OF ICE CREAM
1975-1985

Year	Average Wages Production Workers	Average Retail Price of Ice Cream	Labor Required to Purchase Half Gallon of Ice Cream
	$ per Hour	¢ per ½ Gallon	Minutes
1975	4.83	122.3	15.2
1976	5.22	127.1	14.6
1977	5.68	135.2	14.3
1978	6.17	146.2	14.2
1979	6.70	163.3	14.6
1980	7.27	182.3	15.0
1981	7.99	201.6	15.1
1982	8.49	210.3	14.9
1983	8.83	215.8	14.7
1984	9.18	221.8	14.5
1985	9.52	229.9	14.5
% Change 1975-1985	+ 97%	+88%	-5%



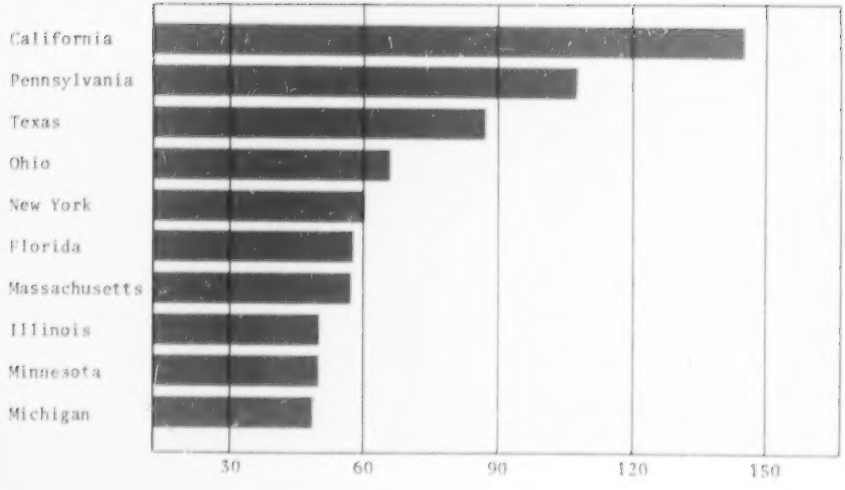
Source: E. B. McClain Co., Inc., Memphis, Tennessee

STATE & REGION	ICE CREAM	ICE 1/ MILK	SHERBET	WATER ICES	MELLORINE TYPE PRODUCTS	OTHER FROZEN DAIRY PRODUCTS	TOTAL FROZEN PRODUCTS
			(Thousand Gallons)				
NEW ENGLAND							
Maine	1,108	870	2/	2/			1,978
New Hampshire	2/	2/	2/				2/
Vermont	2/	2/	2/				2/
Massachusetts	46,092	7,442	1,991	2/		2/	56,425
Rhode Island	2/	2/	2/	2/		2/	2/
Connecticut	2/	2/	2/	2/		2/	2/
MID ATLANTIC							
New York	46,434	7,126	3,213	3,161	2/	2/	59,934
New Jersey	25,794	5,109	170	617			31,690
Pennsylvania	84,275	15,020	3,941	2,368		1,403	107,007
E. N. CENTRAL							
Ohio	45,106	12,860	3,056	3,031		1,259	65,312
Indiana	30,694	6,693	1,935	1,792		1,466	42,580
Illinois	29,520	17,612	1,498	519	346	2/	49,495
Michigan	35,334	11,609	1,524	2/	2/	2/	48,467
Wisconsin	21,651	5,410	845	1,999		2/	29,905
W. N. CENTRAL							
Minnesota	37,057	10,591	1,703		2/	2/	49,351
Iowa	21,214	7,587	1,908	1,458	2/	368	32,535
Missouri	19,242	9,177	787	2/	2/	2/	29,206
North Dakota	2,225	928	214	2/		2/	3,367
South Dakota	2/	2/				2/	2/
Nebraska	2/	2/	2/	2/		2/	2/
Kansas	7,651	5,083	470	2/		2/	13,204
SOUTH ATLANTIC							
Maryland & D.C.	15,644	2,995	1,432	1,429		2/	21,500
Virginia	14,468	6,247	243	2/	2/	2/	20,958
West Virginia	3,118	1,799	196	2/		2/	5,113
North Carolina	29,711	7,851	1,158	1,899		2/	40,619
South Carolina	11,505	3,928	1,314	2/		2/	16,747
Georgia	9,497	10,171	683	2/		2/	20,351
Florida	37,041	17,755	1,793	2/	2/	2/	56,589
SOUTH CENTRAL							
Kentucky	2/	2/	2/	2/	2/	2/	2/
Tennessee	19,119	6,636	918	2,992	2/	188	29,853
Alabama	17,316	7,459	1,478	2/	2/	2/	26,253
Mississippi	4,333	2,606	232	502			7,673
Arkansas	6,554	3,103	506		528		10,691
Louisiana	9,158	4,945	2/	2/		2/	14,103
Oklahoma	12,442	3,753	764	248	103	215	17,525
Texas	52,619	20,168	2,780	5,410	4,184	1,098	86,259
MOUNTAIN							
Montana	1,895	1,368	102	2/	2/	2/	3,365
Idaho	4,626	1,382	274	2/			6,282
Wyoming	2/	2/	2/				2/
Colorado	9,763	5,831	425	418		143	16,580
New Mexico	2/	2/	2/	2/	2/		2/
Arizona	6,537	4,723	652	2/	2/	2/	11,892
Utah	8,712	2,493	603	2/			11,808
Nevada	2/	2/	2/		2/		2/
PACIFIC							
Washington	18,153	7,815	1,407	2/	2/	2/	27,375
Oregon	8,865	4,744	367	2/	2/		13,976
California	103,213	31,183	4,986	4,643	594	2/	144,619
Other States 3/	42,863	19,022	2,658	17,356	2,997	20,348	105,244
UNITED STATES	901,449	301,104	48,206	49,842	8,752	26,478	1,335,831

1/ Includes freezer-made milkshake
2/ State data not shown when less than 3 plants reported or individual operations might be disclosed -- included in "Other States" with Alaska and Hawaii.
3/ Includes varying states for each product.

Prepared by International Ice Cream Association from data published by U. S. Department of Agriculture.

(Thousand Gallons)



State	Ice Cream	Ice Milk	Sherbet	Water Ices	Mellorine Type Products	Total 1/
			(Thousand Gallons)			
California	103,213	31,183	4,986	4,643	594 2/	144,619
Pennsylvania	84,275	15,020	3,941	2,368		107,007
Texas	52,619	20,168	2,780	5,410	4,184	86,259
Ohio	45,106	12,860	3,056	3,031		65,312
New York	46,434	7,126	3,213	3,161		59,934
Florida	37,041	17,755	1,793			56,589
Massachusetts	46,992	7,442	1,991			56,425
Illinois	29,520	17,612	1,498	519	346	49,495
Minnesota	37,057	10,591	1,703			49,351
Michigan	35,334	11,609	1,524			48,467
TOTAL--10 STATES	517,591	151,366	26,485	19,132	5,124	723,458
PERCENT OF U.S. TOTAL	57.4%	50.3%	54.9%	38.4%	58.5%	54.2%

1/ Includes small amounts of other frozen products in addition to those shown separately.

2/ Designated as "Imitation Ice Cream" or "Imitation Ice Milk" in California.

Prepared by the International Ice Cream Association from data published by the U. S. Department of Agriculture.

EMPLOYEES, WAGES AND VALUE OF SHIPMENTS
FROZEN DESSERTS INDUSTRY, 1947-1984

Year	All Employees 1/		Production Workers 1/		Wages 1/	Value of Product Shipments 2/
	Number	Payroll	Number	Manhours		
	Thousands	Million Dollars	Thousands	Millions	Million Dollars	Million Dollars
1947	46.7	119.3	29.3	52.8	66.1	802.0
1954	36.5	134.2	21.0	42.4	64.2	954.3
1958	34.8	153.9	18.7	37.7	72.4	1,137.7
1963	29.6	162.8	15.6	32.5	76.6	1,210.0
1967	24.6	156.4	13.8	27.2	77.2	1,273.6
1968	23.7	158.2	13.2	26.6	79.8	1,330.0
1969	22.7	159.2	12.6	25.4	80.6	1,334.8
1970	24.1	166.8	13.9	26.1	85.9	1,343.2
1971	22.6	173.5	12.8	25.1	87.7	1,389.0
1972	21.1	184.7	12.0	23.5	94.7	1,519.4
1973	21.3	195.9	12.1	24.1	100.0	1,639.5
1974	21.3	196.5	11.8	22.9	108.0	1,787.9
1975	20.2	208.5	11.1	22.0	116.4	2,012.9
1976	20.3	223.6	11.3	22.3	125.3	2,063.3
1977	19.1	247.0	11.4	22.7	130.1	2,229.4
1978	18.5	252.5	11.3	21.9	136.6	2,397.2
1979	19.9	277.4	12.3	24.3	151.9	2,733.2
1980	19.6	288.6	12.3	23.7	163.0	3,041.5
1981	20.1	325.6	12.0	23.0	167.1	3,322.1
1982	17.8	313.5	11.1	20.9	177.3	3,281.1
1983	17.7	349.7	9.5	19.7	174.0	3,414.5
1984	20.0	367.2	12.2	23.1	200.4	3,809.9

1/ Data for plants with ice cream and other frozen desserts as the leading product group in value of shipments.

2/ Includes value of shipments of ice cream and other frozen desserts by plants classified in other industries, such as fluid milk.

Source: Bureau of the Census, U. S. Department of Commerce.

CAPITAL EXPENDITURES FOR NEW PLANTS AND EQUIPMENT
FROZEN DESSERTS INDUSTRY, 1947-1984

Year	Total	For Plants	Share of Total	For Equipment	Share of Total
	Million Dollars	Million Dollars	Percent	Million Dollars	Percent
1947	36.0	5.4	15.0	30.6	85.0
1954	25.7	4.2	16.3	21.5	83.7
1958	26.1	5.1	19.5	21.0	80.5
1963	31.9	8.1	25.4	23.8	74.6
1967	26.6	5.7	21.4	20.9	78.6
1968	22.1	2.8	12.7	19.3	87.3
1969	30.3	5.6	18.5	24.7	81.5
1970	43.7	15.8	36.2	27.9	63.8
1971	28.0	5.7	20.4	22.3	79.6
1972	35.8	7.5	20.9	29.3	79.1
1973	29.2	9.7	33.2	19.5	66.8
1974	27.8	6.2	22.3	21.6	77.7
1975	37.2	10.1	27.2	27.0	72.6
1976	43.2	11.9	27.5	31.3	72.5
1977	56.8	19.4	33.4	38.7	66.6
1978	56.4	12.6	22.3	43.8	77.7
1979	46.3	12.8	27.6	33.5	72.4
1980	46.8	11.1	23.7	35.7	76.3
1981	41.8	6.1	14.6	35.7	85.4
1982	79.9	16.3	20.4	63.6	79.6
1983	75.5	9.3	12.3	66.2	87.7
1984 1/	84.0	NA	NA	NA	NA

1/ Preliminary

Source: Bureau of the Census, U. S. Department of Commerce.

TOTAL AND PER CAPITA PRODUCTION (HARD AND SOFT)
ICE CREAM AND RELATED PRODUCTS
1859-1985

YEAR	ALL PRODUCTS REPORTED		ICE CREAM		ICE MILK 2/		SHERBET		WATER ICES		OTHER FROZEN 3/ DAIRY PRODUCTS		MELLORINE TYPE PRODUCTS	
	Total 1/ 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1859	4		4											
1869	24		24											
1879	144	0.01	144	0.01										
1889	851	0.06	851	0.06										
1899	5,021	0.27	5,021	0.27										
1909	29.637	1.31	29,637	1.31										
1919	152,982	5.86	152,982	5.86										
1920	171,248	6.43	171,248	6.43										
1930	255,439	8.30	255,439	8.30										
1940	339,544	10.29	318,088	9.64	10,457	0.32	8,089	0.24			2,910	0.09		
1950	634,768	16.79	554,351	14.66	36,870	0.98	17,018	0.45	18,299	0.48	8,230	0.22		
1955	819,934	19.96	628,525	15.30	90,185	2.20	37,365	0.91	28,158	0.69	3,440	0.08	32,261	0.78
1960	969,004	21.54	699,605	15.55	145,177	3.23	40,734	0.91	33,361	0.74	4,913	0.11	45,214	1.00
1965	1,130,215	23.36	757,000	15.65	230,992	4.77	45,449	0.94	37,119	0.77	6,486	0.13	53,169	1.10
1970	1,193,144	23.42	761,732	14.95	286,663	5.63	48,887	0.96	37,265	0.73	6,719	0.13	51,878	1.02
1975	1,263,213	23.45	836,552	15.53	298,789	5.55	48,542	0.90	38,230	0.71	11,062	0.20	30,038	0.56
1980	1,225,223	21.58	829,798	14.61	293,384	5.17	45,187	0.80	33,386	0.59	10,278	0.18	13,190	0.23
1983	1,295,294	22.14	881,543	15.07	294,913	5.04	47,732	0.82	39,425	0.67	21,595	0.37	10,086	0.17
1984	1,315,961	22.26	894,468	15.13	299,825	5.07	47,488	0.80	42,409	0.72	22,885	0.39	8,886	0.15
1985	1,335,831	22.38	901,449	15.10	301,104	5.04	48,206	0.81	49,842	0.84	26,478	0.44	8,752	0.15

1/ Data from 1859 to 1919 indicate only the estimated trend of production.

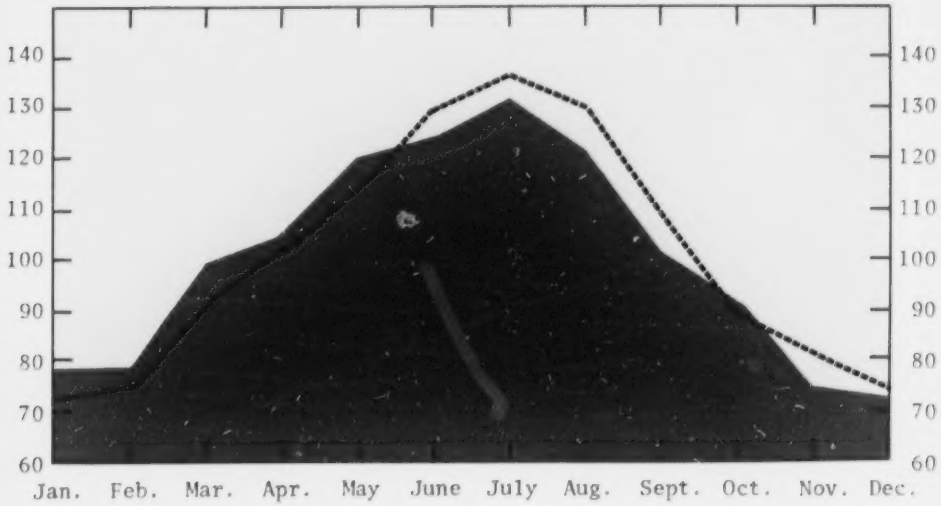
2/ Includes freezer-made milkshake beginning 1954.

3/ For 1940-1953 includes frozen custard and frosted or frozen malted milk.

Prepared by the International Ice Cream Association from data published by the U. S. Department of Agriculture.

SEASONALITY OF PRODUCTION OF ICE CREAM
AND RELATED PRODUCTS - 1965-1985

(Monthly production as a percent of annual average)



----- Indicates 1965 Production

MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
AS A PERCENT OF ANNUAL AVERAGE, 1965-1985

Month	1965	1985
January	71.6	78.0
February	74.3	78.6
March	91.9	98.6
April	101.0	104.8
May	113.5	119.7
June	129.1	123.9
July	135.9	131.5
August	130.6	122.0
September	108.1	101.8
October	88.8	92.3
November	80.3	75.3
December	74.9	72.7

STATE AND REGION	ICE CREAM MIX	ICE MILK 1/ MIX	SHERBET MIX	MELLORINE TYPE MIX	TOTAL MIX FOR FROZEN PRODUCTS
	(Thousand Gallons)				
Maine	590				590
New Hampshire					2/
Vermont					2/
Massachusetts	23,740	3,186	1,364		28,290
Rhode Island					2/
Connecticut					2/
New York	25,565	3,854	2,181		31,600
New Jersey	17,297	2,644	102		20,043
Pennsylvania	44,518	7,292	2,667		54,477
Ohio	24,014	7,477	2,077		33,568
Indiana	14,021	6,767	1,421		22,209
Illinois	16,556	12,268	996	208	30,028
Michigan	17,052	7,248	1,029		25,329
Wisconsin	11,420	2,627	530		14,577
Minnesota	18,315				18,315
Iowa	10,468	4,816	1,417		16,701
Missouri	8,368	5,226	506		14,100
North Dakota	820	735	148		1,703
South Dakota					2/
Nebraska		2,373			2,373
Kansas	3,781	3,756	292		7,829
Maryland & D.C.	7,700		1,034		8,734
Virginia	7,616	8,030	158		15,804
West Virginia	1,252	705	71		2,028
North Carolina	15,459	5,022	742		21,223
South Carolina	5,904	2,084	853		8,841
Georgia	4,285		422		4,707
Florida	19,006	11,016	1,167		31,189
Kentucky		2,730			2,730
Tennessee	9,702	2,769	590		13,061
Alabama	9,245	4,185	1,076		14,506
Mississippi	2,233	1,763	147		4,143
Arkansas	3,408	2,173	275	263	6,119
Louisiana	4,540	2,965			7,505
Oklahoma	6,201	1,974	429	58	8,662
Texas	28,438	12,876	1,781	2,268	45,333
Montana	1,220	709	65		1,994
Idaho	2,012	1,431	165		3,608
Wyoming					2/
Colorado	4,945	3,937	280		9,160
New Mexico					2/
Arizona	3,226				3,226
Utah	4,479	1,854	375		6,708
Nevada					2/
Washington	9,097	4,318	1,010		14,455
Oregon	4,223	3,114	238		7,575
California	54,441	19,925	3,376	447	78,189
Other States 3/	21,769	34,683	5,045	1,890	61,387
	466,924	198,562	31,999	5,134	702,619

1/ Includes milkshake mix.
2/ State data not shown when less than 3 plants reported or individual operations might be disclosed-included in "Other States" with Alaska and Hawaii.
3/ Includes varying states for each product.

Prepared by International Ice Cream Association from data published by U. S. Department of Agriculture.

MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT)
1983-1985

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
						(Thousand Gallons)							
						ALL FROZEN PRODUCTS 1/							
1983	77,553	85,728	114,275	104,181	120,134	140,611	133,618	138,204	119,824	95,742	85,409	80,015	1,295,294
1984	79,220	95,696	113,801	111,151	127,065	140,799	138,497	133,368	109,517	100,490	87,470	78,887	1,315,961
1985	86,861	87,569	109,871	116,696	133,386	138,015	146,514	135,888	113,384	102,773	83,838	81,036	1,335,831
						ICE CREAM							
1983	54,922	60,441	79,769	69,875	78,613	91,350	86,314	91,714	81,839	66,616	61,683	58,407	881,543
1984	55,784	67,349	78,763	74,755	83,435	91,441	90,897	88,512	75,440	69,607	62,126	56,359	894,468
1985	61,977	60,814	74,369	76,066	86,254	90,227	95,945	90,040	77,097	70,511	59,541	58,608	901,449
						ICE MILK 2/							
1983	16,461	18,305	24,681	24,113	29,031	33,092	32,900	32,879	27,433	21,631	18,061	16,326	294,913
1984	17,002	20,517	24,484	25,161	30,486	33,656	33,272	32,135	24,563	22,862	18,866	16,821	299,825
1985	17,204	17,842	24,001	27,768	31,858	31,627	34,873	32,294	25,961	23,500	17,857	16,319	301,104
						SHERBET							
1983	2,803	2,861	3,971	3,896	4,636	5,459	5,615	5,454	4,271	3,045	2,884	2,837	47,732
1984	2,818	3,020	4,042	4,215	4,650	5,720	5,261	4,822	3,780	3,386	2,999	2,775	47,488
1985	3,166	3,000	4,046	4,427	5,112	5,203	5,533	4,871	3,743	3,300	2,747	3,058	48,206
						WATER ICES							
1983	1,673	2,059	3,107	3,489	4,894	6,752	5,363	4,741	3,010	1,862	1,277	1,198	39,425
1984	1,963	2,684	3,826	4,184	5,189	6,215	5,339	4,688	3,158	2,105	1,698	1,360	42,409
1985	2,446	3,426	4,293	5,142	6,306	6,843	6,333	5,283	3,900	2,750	1,703	1,414	49,842
						MELLORINE TYPE PRODUCTS							
1983	615	715	821	840	954	1,255	1,089	1,040	1,127	812	423	395	10,086
1984	515	704	841	812	933	938	969	834	726	646	511	457	8,886
1985	579	619	814	841	887	878	881	876	735	720	468	454	8,752

1/ Includes small amounts of other frozen products in addition to those shown separately.

2/ Includes freezer-made milkshake.

Prepared by the International Ice Cream Association from data published by U. S. Department of Agriculture.

PRODUCTION OF ICE CREAM AND RELATED PRODUCTS (HARD AND SOFT) BY REGIONS - 1985

REGION	ICE CREAM	ICE 1/ MILK	SHERBET	WATER ICES	MELLORINE TYPE PRODUCTS	OTHER FROZEN DAIRY PRODUCTS	TOTAL FROZEN PRODUCTS
			(Thousand Gallons)				
New England	72,430	13,926	3,232	1,926		685	92,199
Mid Atlantic	156,503	27,255	7,324	6,146	724	6,801	204,753
E. N. Central	162,305	54,184	8,858	7,453	396	3,429	236,625
W. N. Central	93,741	37,644	5,307	7,085	653	1,666	146,096
South Atlantic	120,984	50,746	6,819	8,017	141	4,207	190,914
South Central	126,073	53,125	7,437	10,568	5,601	2,452	205,256
Mountain	37,108	18,638	2,263	2,741	218	776	61,744
Pacific	130,231	43,742	6,760	5,827	796	6,462	193,818
UNITED STATES 2/	901,449	301,104	48,206	49,842	8,752	26,478	1,335,831

1/ Includes freezer-made milkshake.

2/ Includes Alaska and Hawaii

Prepared by International Ice Cream Association from data released by U. S. Department of Agriculture.

PER CAPITA PRODUCTION (HARD AND SOFT)
ICE CREAM AND RELATED PRODUCTS
BY REGIONS, 1960-1985

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts)					
ICE CREAM									
1960	18.44	19.71	17.94	17.11	13.23	9.52	13.21	14.25	15.55
1965	20.06	18.74	18.19	18.00	13.40	9.57	12.88	14.89	15.65
1970	20.82	17.96	16.86	17.94	11.36	10.18	11.90	14.62	14.96
1975	24.72	16.27	17.40	19.23	12.33	11.71	10.96	15.77	15.53
1980	21.83	16.19	16.10	19.15	11.48	10.78	11.93	15.18	14.61
1983	23.10	16.35	15.82	21.03	11.57	12.25	11.99	15.70	15.07
1984	23.06	16.47	15.50	21.63	11.69	12.19	11.61	16.27	15.13
1985	22.88	16.83	15.59	21.36	12.03	12.11	11.61	15.57	15.10
ICE MILK									
1960	1.50	0.86	2.61	5.42	3.97	3.61	4.92	5.48	3.23
1965	2.10	2.01	4.50	6.59	6.52	5.54	5.47	6.21	4.77
1970	3.65	3.32	5.89	8.24	6.66	5.50	6.56	6.55	5.63
1975	5.34	3.40	6.49	7.70	5.86	5.14	5.18	5.95	5.55
1980	4.72	3.11	6.14	7.34	5.49	4.39	6.23	5.48	5.17
1983	4.10	2.99	6.12	7.73	5.33	4.34	5.97	5.12	5.04
1984	4.20	3.16	5.67	7.99	5.57	4.61	5.44	5.12	5.07
1985	4.40	2.93	5.21	8.57	5.05	5.11	5.83	5.23	5.04
TOTAL FROZEN PRODUCTS 1/									
1960	21.76	22.34	22.91	24.98	18.97	18.19	20.01	23.96	21.54
1965	24.38	22.64	24.81	27.11	21.78	20.66	20.56	26.08	23.36
1970	26.55	23.06	25.06	28.46	19.48	20.48	20.06	25.64	23.43
1975	31.59	21.19	25.92	28.38	19.95	20.35	17.26	24.56	23.45
1980	28.41	20.83	24.13	29.24	18.53	17.38	19.29	22.44	21.58
1983	29.33	21.49	24.03	31.82	18.42	18.66	19.54	22.80	22.14
1984	28.92	21.76	23.19	33.26	18.74	18.89	18.49	23.53	22.26
1985	29.13	22.02	22.74	33.28	18.99	19.73	19.31	23.18	22.38

1/ Includes ice cream, ice milk, sherbet, mellorine type products, water ices and other frozen dairy products.

Prepared by the International Ice Cream Association from production data released by the U. S. Department of Agriculture and population estimates from Bureau of the Census, U. S. Department of Commerce.

NUMBER OF PLANTS PRODUCING ICE CREAM AND RELATED PRODUCTS
1960-1985

Year	Including Counter Freezers	Excluding Counter Freezers	Ice Milk	Sherbet	Water Ices	Mellorine Type Products
1960	16,591	-	23,843	5,067	2,376	1,242
1961	15,872	-	27,607	4,636	2,398	1,221
1962	14,541	-	30,919	3,764	2,353	1,364
1963	13,915	2,476	33,229	3,625	2,650	1,253
1964	13,106	-	34,485	3,395	2,691	1,313
1965	12,584	-	35,181	3,452	2,852	1,280
1966	12,063	-	36,158	3,580	2,682	1,308
1967	11,452	-	37,312	3,191	2,773	1,363
1968	11,228	1,873	39,474	3,108	2,854	1,792
1969	1/	1,739	1,160 2/	1,176 2/	1/	199 2/
1970		1,628	1,088	1,122 2/	377	203
1971		1,520	1,008	1,065	335	177
1972		1,451	984	1,022	363	180
1973		1,330	902	976	321	154
1974		1,239	824	904	299	146
1975		1,167	746	850	281	124
1976		1,124	718	812	281	119
1977		1,095	702	782	273	110
1978		1,062	670	744	263	101
1979		990	604	690	234	89
1980		949	576	654	220	76
1981		895	548	614	212	74
1982		884	524	608	212	67
1983		862	495	594	201	71
1984		853	477	570	199	57
1985		865	455	562	201	60

1/ Not available
2/ After 1968, number of plants producing hard product. Number of counter freezers not available.

Prepared by the International Ice Cream Association from data published by the U. S. Department of Agriculture.

YEAR	ICE CREAM		ICE MILK		SHERBET		MELLORINE TYPE PRODUCTS		TOTAL FOUR PRODUCTS 2/	
	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1955	612,812	14.92	52,217	1.27	34,675	0.84	29,874	0.72	729,578	17.75
1960	678,383	15.08	80,073	1.78	37,931	0.84	42,603	0.95	838,990	18.65
1965	741,024	15.32	126,146	2.60	44,954	0.93	50,143	1.04	962,267	19.89
1970	736,741	14.47	134,240	2.64	47,643	0.94	40,775	0.80	959,399	18.85
1975	803,494	14.92	116,609	2.17	45,996	0.85	23,724	0.44	989,823	18.38
1980	801,876	14.12	83,584	1.47	43,745	0.77	9,927	0.17	939,132	16.53
1983	849,106	14.52	64,137	1.09	45,250	0.78	8,110	0.14	966,603	16.53
1984	855,882	14.48	61,569	1.04	44,666	0.75	7,095	0.12	969,212	16.39
1985	861,766	14.44	61,985	1.04	45,934	0.77	7,133	0.12	976,818	16.37

1/ Breakdown between hard frozen and soft serve production not available prior to 1955.

2/ Includes ice cream, ice milk, sherbet and mellorine type products.

Prepared by the International Ice Cream Association from data released by the U. S. Department of Agriculture.

SOFT SERVE PRODUCTION - TOTAL AND PER CAPITA
ICE CREAM AND RELATED PRODUCTS
1955-1985 1/

YEAR	ICE CREAM		ICE MILK		SHERBET		MELLORINE TYPE PRODUCTS		TOTAL FOUR PRODUCTS 2/	
	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts	Total 1,000 Gallons	Per Capita Quarts
1955	15,713	0.38	37,968	0.93	2,690	0.07	2,387	0.06	58,758	1.44
1960	21,222	0.47	65,104	1.45	2,803	0.06	2,611	0.06	91,740	2.04
1965	15,976	0.33	104,846	2.17	495	0.01	3,026	0.06	124,343	2.57
1970	24,991	0.49	152,423	2.99	1,244	0.02	11,103	0.22	189,761	3.72
1975	33,058	0.61	182,180	3.38	2,546	0.05	6,314	0.12	224,098	4.16
1980	27,922	0.49	209,800	3.70	1,442	0.03	3,263	0.06	242,427	4.28
1983	32,437	0.55	230,776	3.95	2,482	0.04	1,976	0.03	267,671	4.57
1984	38,586	0.65	238,256	4.03	2,822	0.05	1,791	0.03	281,455	4.76
1985	39,683	0.66	239,119	4.00	2,272	0.04	1,619	0.03	282,693	4.73

1/ Breakdown between hard frozen and soft serve production not available prior to 1955.

2/ Includes ice cream, ice milk, sherbet and mellorine type products.

Prepared by the International Ice Cream Association from data released by the U. S. Department of Agriculture.

POTPOURRI

- Ice cream is consumed by over 98% of households.
- Ice cream products account for nearly three-fourths of the frozen snack and dessert food sales in U. S. supermarkets.
- More ice cream is consumed on Sunday than any other day of the week, with consumption generally higher on the weekend.
- Children ages 2 to 17 and adults ages 45 and over eat the most ice cream per person.
- Male-headed households buy more half gallons, while female-headed households are more inclined to purchase pints.
- On the average, ice cream consuming households visit two away-from-home outlets per month.
- Sixty-five percent of all packaged ice cream comes in half-gallon containers.
- Ice cream and related products utilized 9% of the total fluid milk produced in 1985.
- In 1984, enough retail toppings were sold to top more than 350 million servings of ice cream.
- The most popular flavors of toppings in rank order are ... chocolate fudge, hot fudge, butterscotch, caramel, and strawberry.
- The gourmet or premium types of ice cream usually range far in excess of the minimal 10% milkfat, with some containing as much as 20%.
- About 6% to 9% of all ice cream produced falls into the super-premium category.
- It is estimated that the volume of superpremium ice cream increased 5% in 1985.
- An average serving (1/2 cup) of vanilla ice cream, 10% milkfat, contains only 130 calories...vanilla ice cream, 16% milkfat, 175 calories...vanilla ice milk, 4% milkfat, 92 calories...orange sherbet, 2% milkfat, 90 calories.

NOVELTIES

- By accepted definition, a novelty is an individually packaged, single serving of a frozen dessert or snack. Novelties are available in a wide variety of shapes, sizes and flavors. Some contain dairy ingredients, some do not. Some are on sticks, others contain cookies, candies or nuts.

- Almost 70% of all novelties are presented on a stick and almost 50% of these are the quiescently frozen type...which means they are not agitated or stirred while they are being frozen...such as an ice pop or juice bar. The remaining half of this type of product includes ice cream and ice milk and dairy based bars.

- Ice cream sandwiches account for about 10% of the novelty market. This includes the traditional rectangular ice cream sandwich and the newer entrant, ice cream cookie sandwich.

- Almost one-half of all novelties are consumed by adults and a number of new premium novelty items are being introduced in the market geared specifically to the adult consumer...

- But, children 12 and under are the largest consumers of novelties.

- Approximately two-thirds of all novelty purchases for at-home consumption are made at the supermarket.

- Consumption of novelties is highest in households where housewives are under 35.

- Ice pops represent the largest segment of the novelty market.

- Between 1984-85, juice bars experienced the greatest sales increase of all novelty items.

- Novelty advertising budgets have increased dramatically in recent years and forecasts call for more than a $50 million expenditure in 1986.

ESTIMATED WHOLESALE VALUE OF ICE CREAM PRODUCTS 1982-1985 1/

	1982 ($000)	1983 ($000)	1984 ($000)	1985 ($000)
Ice Cream	$2,522,000	$2,729,000	$2,764,000	$2,825,000
Ice Milk	575,000	631,000	641,000	653,000
Sherbet	109,000	120,000	119,000	122,000
Water Ices	108,000	116,000	136,000	162,000

1/ Estimated by the International Ice Cream Association.

HARD FROZEN PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1985

REGION	ICE CREAM	ICE MILK	SHERBET	MELLORINE TYPE PRODUCTS	TOTAL FOUR PRODUCTS 1/
			(Thousand Gallons)		
New England	70,245	4,041	3,128		77,414
Mid Atlantic	136,177	4,937	7,071	724	148,909
E. N. Central	155,949	8,523	8,023	20	172,515
W. N. Central	92,971	8,752	5,067	612	107,402
South Atlantic	114,620	11,850	6,650		133,120
South Central	123,986	12,239	7,298	4,718	148,241
Mountain	36,543	2,147	1,997	108	40,795
Pacific	129,213	9,351	6,494	728	145,786
UNITED STATES 2/	861,766	61,985	45,934	7,133	976,818

1/ Includes ice cream, ice milk, sherbet and mellorine type products.

2/ Includes Alaska and Hawaii

Prepared by the International Ice Cream Association from data released by U. S. Department of Agriculture.

PER CAPITA PRODUCTION OF HARD FROZEN PRODUCTS
ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1960-1985

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts)					
ICE CREAM									
1960	18.04	17.97	17.65	17.08	12.94	9.47	13.16	14.22	15.08
1965	19.95	17.45	17.97	17.96	13.27	9.50	12.83	14.87	15.32
1970	19.81	16.43	16.63	17.82	11.17	9.96	11.81	14.41	14.47
1975	24.45	14.52	16.86	17.94	12.08	11.48	10.92	15.69	14.92
1980	21.03	14.42	15.77	19.04	11.20	10.57	11.82	15.14	14.12
1983	22.34	14.25	15.58	20.89	11.19	11.95	11.86	15.65	14.52
1984	21.92	14.39	14.76	21.47	11.17	12.13	11.42	16.15	14.48
1985	22.19	14.64	14.98	21.18	11.40	11.91	11.43	15.45	14.44
ICE MILK									
1960	0.50	0.33	0.97	2.72	2.81	2.25	2.15	3.50	1.78
1965	0.66	0.96	1.88	3.26	4.73	3.75	2.20	2.89	2.60
1970	0.99	1.51	2.24	3.95	4.16	3.35	1.96	2.39	2.64
1975	2.34	1.46	1.89	3.13	2.58	2.59	1.74	1.91	2.17
1980	1.33	0.94	1.15	2.29	1.82	1.38	1.56	1.85	1.47
1983	1.34	0.66	0.93	2.07	1.30	1.00	0.79	1.21	1.09
1984	1.29	0.58	0.87	2.09	1.22	1.10	0.67	1.02	1.04
1985	1.28	0.53	0.82	1.99	1.18	1.18	0.67	1.12	1.04
SHERBET									
1960	0.95	0.58	0.97	0.79	0.79	0.76	0.90	1.21	0.84
1965	1.20	0.72	1.02	0.83	0.88	0.89	0.89	1.18	0.93
1970	1.22	0.69	1.07	0.90	0.65	0.87	0.89	1.17	0.94
1975	1.04	0.61	0.97	0.99	0.79	0.79	0.70	1.05	0.85
1980	1.01	0.65	0.80	1.09	0.68	0.68	0.70	0.85	0.77
1983	1.25	0.63	0.85	1.15	0.66	0.64	0.61	0.82	0.78
1984	1.09	0.65	0.77	1.22	0.64	0.66	0.60	0.80	0.75
1985	0.99	0.76	0.77	1.15	0.66	0.70	0.63	0.78	0.77
MELLORINE									
1960	-	-	0.31	1.01	0.03	3.24	0.36	2.25	0.95
1965	-	-	0.20	0.78	0.02	3.49	0.74	2.85	1.04
1970	-	-	0.16	0.41	-	2.51	0.43	2.22	0.80
1975	-	-	0.05	0.15	-	1.47	0.22	1.06	0.44
1980	-	-	0.01	0.29	-	0.58	0.10	0.32	0.17
1983	-	0.06	0.01	0.27	-	0.51	0.07	0.13	0.14
1984	-	0.04	-	0.17	-	0.46	0.05	0.10	0.12
1985	-	0.08	-	0.14	-	0.45	0.03	0.09	0.12

Prepared by the International Ice Cream Association from data released by the U. S. Department of Agriculture and population estimates from Bureau of the Census, U. S. Department of Commerce.

PERCENTAGE OF HARD FROZEN PRODUCTION SOLD AS ICE CREAM, ICE MILK, SHERBET AND MELLORINE BY REGIONS - 1960-1985

Product & Year	New England	Mid Atlantic	W. N. Central	South Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Percent)					
ICE CREAM									
1960	93	95	89	79	78	60	79	67	81
1965	92	91	85	79	70	54	77	68	77
1970	90	88	83	77	70	60	78	71	77
1975	88	87	85	81	78	70	80	80	81
1980	90	90	89	84	82	80	83	83	85
1983	90	91	90	86	85	85	89	88	88
1984	90	92	90	86	86	84	90	89	88
1985	91	92	90	87	86	84	90	89	88
ICE MILK									
1960	2	2	5	12	17	14	13	16	10
1965	3	5	9	14	25	21	13	13	13
1970	4	8	11	17	26	20	13	12	14
1975	8	9	10	14	17	16	13	10	12
1980	6	6	6	10	13	10	11	10	9
1983	5	5	5	8	10	7	6	7	6
1984	5	4	5	8	9	8	5	6	6
1985	5	3	5	8	9	8	5	6	6
SHERBET									
1960	5	3	5	4	5	5	6	6	4
1965	5	4	5	4	5	5	6	6	5
1970	6	4	5	4	4	5	6	6	5
1975	4	4	5	4	5	5	5	5	5
1980	4	4	5	5	5	5	5	5	5
1983	5	4	5	5	5	4	4	5	5
1984	5	4	5	5	5	5	5	4	5
1985	4	5	5	4	5	5	5	4	5
MELLORINE									
1960	-	-	1	5	-	21	2	11	5
1965	-	-	1	3	-	20	5	13	5
1970	-	-	1	2	-	15	3	11	4
1975	-	-	-	1	-	9	2	5	2
1980	-	-	-	1	-	5	1	2	1
1983	-	-	-	1	-	4	1	-	1
1984	-	-	-	1	-	3	-	1	1
1985	-	-	-	1	-	3	-	1	1

Prepared by International Ice Cream Association from data released by the U. S. Department of Agriculture.

SOFT SERVE PRODUCTION OF ICE CREAM AND RELATED PRODUCTS
BY REGIONS - 1985

REGION	ICE CREAM	ICE MILK	SHERBET	MELLORINE TYPE PRODUCTS	TOTAL FOUR PRODUCTS 1/
			(Thousand Gallons)		
New England	2,185	9,885	104		12,174
Mid Atlantic	20,326	22,318	253		42,897
E. N. Central	6,356	45,661	835	376	53,228
W. N. Central	770	28,892	240	41	29,943
South Atlantic	6,364	38,896	169	141	45,570
South Central	2,087	40,886	139	883	43,995
Mountain	565	16,491	266	110	17,432
Pacific	1,018	34,391	266	68	35,743
UNITED STATES 2/	39,683	239,119	2,272	1,619	282,693

1/ Includes ice cream, ice milk, sherbet and mellorine type products.

2/ Includes Alaska and Hawaii

Prepared by the International Ice Cream Association from data released by the U. S. Department of Agriculture.

PER CAPITA AND PERCENT OF PRODUCTION OF MILK LEVEL PRODUCTS
ICE CREAM AND ICE MILK
BY REGIONS - 1960-1985

Product & Year	New England	Mid Atlantic	E. N. Central	W. N. Central	South Atlantic	South Central	Mountain	Pacific	United States
				(Quarts per Capita)					
ICE CREAM									
1960	0.40	1.74	0.29	0.03	0.29	0.05	0.05	0.03	0.47
1965	0.11	1.29	0.22	0.04	0.13	0.07	0.05	0.02	0.33
1970	1.01	1.53	0.23	0.12	0.19	0.22	0.09	0.21	0.49
1975	0.27	1.75	0.54	1.29	0.25	0.23	0.04	0.08	0.61
1980	0.80	1.77	0.33	0.11	0.28	0.21	0.11	0.04	0.49
1983	0.76	2.10	0.24	0.14	0.37	0.30	0.13	0.05	0.55
1984	1.14	2.08	0.74	0.16	0.52	0.06	0.19	0.12	0.65
1985	0.69	2.19	0.61	0.18	0.63	0.20	0.18	0.12	0.66
ICE MILK									
1960	1.00	0.53	1.64	2.70	1.16	1.36	2.77	1.98	1.45
1965	1.44	1.05	2.62	3.33	1.79	1.79	3.27	3.32	2.17
1970	2.66	1.81	3.65	4.29	2.50	2.15	4.60	4.16	2.99
1975	3.00	1.94	4.60	4.57	3.28	2.55	3.44	4.04	3.38
1980	3.39	2.17	4.99	5.05	3.67	3.01	4.67	3.63	3.70
1983	2.76	2.33	5.19	5.66	4.03	3.34	5.18	3.91	3.95
1984	2.91	2.58	4.80	5.40	4.35	3.51	4.77	4.10	4.03
1985	3.12	2.10	4.39	6.58	3.87	3.93	5.16	4.11	4.00
				(Percent)					
ICE CREAM									
1960	29	76	13	1	20	3	2	2	23
1965	7	55	8	1	7	3	2	1	13
1970	27	46	6	3	7	7	2	5	13
1975	8	47	10	21	7	7	1	2	15
1980	19	45	6	2	7	6	2	1	11
1983	22	47	4	2	8	8	2	1	12
1984	28	44	13	3	11	2	4	3	14
1985	18	47	12	3	14	5	3	3	14
ICE MILK									
1960	71	23	75	99	80	77	98	98	71
1965	93	44	92	99	93	79	98	99	84
1970	72	54	86	92	93	67	98	94	80
1975	92	52	87	76	91	76	99	96	81
1980	81	55	91	94	91	90	97	99	87
1983	78	52	94	96	91	88	96	98	86
1984	72	55	84	96	89	96	94	96	85
1985	81	52	86	96	85	93	95	96	85

Prepared by the International Ice Cream Association from data released by the U. S. Department of Agriculture.

PERFORMANCE OF SELECTED PRODUCTS IN THE SUPERMARKET - SALES, GROSS PROFITS, MARGINS AND ASSORTMENT/VARIETIES AT WAREHOUSE

1985

Products	Sales Volume ($ Mil.)	Gross Profit ($ Mil.)	% Margin Average Retail Gross Profits	Assortment Varieties at Warehouse
Ice Cream	$2,112.50	$ 646.43	30.6%	86
Fluid Milk Products	6,198.16	1,357.40	21.9	24
Yogurt	1,027.61	244.57	23.8	90
Cottage Cheese	629.37	168.67	26.8	31
Cheese	3,685.53	1,105.66	30.0	203
Butter	1,324.13	332.36	25.1	14
Margarine	1,311.31	301.60	23.0	47
Eggs	2,139.12	344.40	16.1	10
Frozen Juice Drinks	1,759.93	443.04	25.2	42
Refrig. Juice & Drinks	1,587.92	358.87	22.6	28
Carbonated Soft Drinks	7,038.36	2,031.11	28.9	97
Bakery Foods	7,322.29	1,501.07	20.5	81
Cookies & Crackers	4,488.09	1,078.61	24.0	82
Dessert & Toppings	557.04	136.70	24.5	145
Canned Fruit	1,082.38	235.96	21.8	157
Candy & Gum	2,450.59	783.25	32.0	800
Snacks	3,021.13	883.28	29.2	52

Source: Progressive Grocer, 1986 Supermarket Sales Annual

FOODSERVICE

In 1986, foodservice sales are projected to reach $186 billion, up 6.6% over 1985. Sales at ice cream and frozen custard stands are forecast to increase 6.9%, for a total of $1.5 billion in 1986.

Eating Places	Estimated Sales 1983 ($000)	Projected Sales 1985 ($000)	Projected Sales 1986 ($000)	% Change 1985-1986
Restaurants, Lunchrooms	$50,530,025	$58,444,122	$62,427,147	+ 6.8%
Limited Menu Restaurants (Fast Food)	39,494,133	47,129,314	51,229,564	+ 8.7
Commercial Cafeterias	2,920,486	3,273,444	3,479,671	+ 6.3
Social Caterers	1,147,827	1,301,600	1,394,014	+ 7.1
Ice Cream, Frozen Custard Stands	1,174,244	1,375,857	1,470,791	+ 6.9
TOTAL EATING PLACES	$95,266,715	$111,524,337	$120,001,187	+ 7.6%

Source: National Restaurant Association

FLAVORS - ICE CREAM

(Hard Frozen)

	MOST POPULAR FLAVORS			MOST POPULAR CATEGORIES	
1.	Vanilla	31.02%	1.	Vanilla	32.23%
2.	Chocolate	8.81	2.	Candy/Confection	9.01
3.	Neapolitan	6.19	3.	Chocolate	8.81
4.	Vanilla Fudge	4.16	4.	Neapolitan	6.19
5.	Cookies 'n Cream	3.89	5.	Nut	6.17
6.	Butter Pecan	3.83	6.	Variegated	5.39
7.	Chocolate Chip	3.60	7.	Fruit	5.28
8.	Strawberry	3.53	8.	Chocolate & Nuts	4.64
9.	Rocky Road	1.31	9.	Chocolate/Vanilla	0.45
10.	Tin Roof Sundae	1.26	10.	Coffee	0.41
	Cherry	1.26		Other	21.42
12.	French Vanilla	1.21			100.00%
13.	Praline Pecan	0.91			
	Heavenly Hash	0.91			
15.	Chocolate Almond	0.85			
	Other	27.26			
		100.00%			

PACKAGED ICE CREAM

(Hard Frozen)

Size	Paper	Plastic	All Containers
Pints	6.99%	1.71%	6.59%
Quarts	2.05	7.39	2.35
Half Gallons	68.46	21.25	64.89
Bulk	16.73	9.78	16.20
Other 1/	5.77	59.87	9.97
	100.00%	100.00%	100.00%

Size	Round	Rectangular
Pints	11.08%	1.76%
Quarts	4.26	0.18
Half Gallons	47.55	85.85
Bulk	25.99	3.95
Other 1/	11.23	8.26
	100.00%	100.00%

BREAKDOWN OF PAPER AND PLASTIC CONTAINERS

Paper	92.43%
Plastic	7.57
	100.00%

1/ Includes some gallons and larger units.

Source: Survey conducted by International Ice Cream Association, based on 1984 volume.

HIGHLIGHTS—CANADA

Preliminary

ICE CREAM PRODUCTION - 1986

	1986	1985	% Change
		(Liters)	
January	18,634,000	17,006,000	+ 9.57
February	19,695,000	19,641,000	+ 0.27
March	23,575,000	27,183,000	-13.27
April	28,796,000	26,998,000	+ 6.66
May	31,366,000	33,275,000	- 5.74
June	36,397,000	33,410,000	+ 8.94
Six-Month Total	158,463,000	157,513,000	+ 0.60

PRODUCTION - 1985

Ice cream production rose 3% in 1985 for a total volume of 310 million liters. Ontario, which accounts for 39% of the nation's output, experienced the greatest gain of 7%, followed by Alberta with a 5% increase and British Columbia, 3.7% Manitoba, which maintains the highest per capita consumption of ice cream of 17.33 liters, showed a decrease in production of 3.7%, a a decline for the third consecutive year.

The volume of all ice cream products totaled 374 million liters, up 2%. Ice cream accounts for 83% of the total production, freezer-made milkshake 8%, ice milk 4.4%, water ices 4.3% and sherbet 0.7%. Per capita production of all frozen desserts amounted to 15.16 liters.

July was the largest producing month for ice cream with 12.25% of the total, while January ranked the lowest with 5.48% of the total.

	Production 1985 1/ (Liters) 2/	% Change from 1984	Per Capita 1985 (Liters)	% Change from 1984
Ice Cream - Hard	292,667,000	+ 3.05	11.86	+ 2.07
Ice Cream - Soft	17,540,000	+ 1.92	0.71	+ 1.43
Total Ice Cream	310,207,000	+ 2.99	12.57	+ 2.03
Freezer-made Milkshake 3/	28,869,000	+10.00	1.17	+ 9.35
Ice Milk	16,481,000	- 2.65	0.67	- 2.90
Water Ices	15,886,000	-18.52	0.64	-20.00
Sherbet	2,556,000	-11.86	0.10	-16.67
TOTAL - ALL PRODUCTS	373,999,000	+ 1.97	15.16	+ 1.07

1/ Excludes production in Newfoundland and Prince Edward Island.
2/ One U. S. quart equivalent to .946 liter.
3/ Freezer-made milkshake derived by applying 40% overrun to milkshake mix.

Prepared by the International Ice Cream Association from data released by Statistics Canada.

HARD AND SOFT PRODUCTION OF ICE CREAM - CANADA BY PROVINCES - 1983-1984-1985

Province	Year	Production			Percent	
		Hard	Soft	Total	Hard	Soft
		(Thousand Liters) 1/			%	
Alberta	1983	31,520	2,958	34,478	91	9
	1984	33,113	3,102	36,215	91	9
	1985	34,813	3,206	38,019	92	8
British Columbia	1983	31,040	4,141	35,181	88	12
	1984	26,857	3,673	30,530	88	12
	1985	27,769	3,904	31,673	88	12
Manitoba	1983	18,292	2,046	20,338	90	10
	1984	17,266	2,011	19,277	90	10
	1985	16,707	1,849	18,556	90	10
New Brunswick	1983	8,356	426	8,782	95	5
	1984	8,544	424	8,968	95	5
	1985	8,370	416	8,786	95	5
Nova Scotia	1983	10,590	992	11,582	91	9
	1984	10,257	965	11,222	91	9
	1985	9,969	946	10,915	91	9
Ontario	1983	117,464	2,169	119,633	98	2
	1984	112,565	2,030	114,595	98	2
	1985	119,996	2,126	122,122	98	2
Quebec	1983	66,559	3,578	70,137	95	5
	1984	65,819	3,350	69,169	95	5
	1985	65,959	3,617	69,576	95	5
Saskatchewan	1983	9,319	1,562	10,881	86	14
	1984	9,575	1,654	11,229	85	15
	1985	9,084	1,476	10,560	86	14
CANADA 2/	1983	293,140	17,872	311,012	94	6
	1984	283,996	17,209	301,205	94	6
	1985	292,667	17,540	310,207	94	6

1/ One U. S. quart equivalent to .946 liter.

2/ Excludes production in Newfoundland and Prince Edward Island.

Prepared by the International Ice Cream Association from data released by Statists Canada.

International Statistics

This section includes data for 55 countries, including United States and Canada. In some countries production is reported only by the larger manufacturers and no estimates are available for the output by small establishments. In such instances, the computed production and per capita are incomplete, but the reported figures indicate trends.

Country and Product	Annual Production: In Reported Units	Annual Production: Converted to U.S. Gallons	Per Capita Production: In Reported Units	Per Capita Production: Converted to U.S. Pints
UNITED STATES - 1985				
Ice Cream		901,449,000		30.21
Ice Milk		301,104,000		10.09
Sherbet		48,206,000		1.61
Water Ices		49,842,000		1.67
Mellorine		8,752,000		0.29
Other Frozen Dairy Products		26,478,000		0.89
Total		1,335,831,000		44.76
ARGENTINA - 1982	(Liters)		(Liters)	
Ice Cream	19,800,000	5,231,000	0.67	1.42
Ice Milk	3,200,000	846,000	0.11	0.23
Sherbet & Water Ices	3,900,000	1,030,000	0.13	0.27
Other (Napolitan)	5,100,000	1,347,000	0.17	0.36
Total	32,000,000	8,454,000	1.08	2.28
AUSTRALIA - 1983	(Liters)		(Liters)	
Ice Cream	205,786,000	54,368,000	13.17	27.80
Milk Ices 1/	51,716,000	13,663,000	3.31	6.99
Water Ices	16,989,000	4,489,000	1.09	2.30
Other Frozen Products	11,407,000	3,014,000	0.73	1.54
Total	285,898,000	75,534,000	18.30	38.63
AUSTRIA - 1985	(Liters)		(Liters)	
Ice Cream	34,000,000	8,983,000	4.50	9.51
Sherbet & Water Ices	12,000,000	3,170,000	1.59	3.36
Total	46,000,000	12,153,000	6.09	12.87
BANGLADESH - 1984	(Metric Tons)		(Pounds)	
Ice Cream	550	769,500	0.01	0.02
Sherbet & Water Ices	2,250	2,664,375	0.17	0.22
Total	2,800	2,933,875	0.18	0.24
BELGIUM - 1985	(Liters)		(Liters)	
Ice Cream	73,691,000	19,460,000	7.48	15.79
BRAZIL - 1985	(Liters)		(Liters)	
Ice Cream	58,000,000	15,324,000	0.44	0.93
Ice Milk	21,000,000	5,548,000	0.16	0.34
Sherbet & Water Ices	14,000,000	3,699,000	0.11	0.23
Total	93,000,000	24,571,000	0.71	1.50
CANADA - 1985	(Liters)		(Liters)	
Ice Cream	310,207,000	81,957,000	12.57	26.55
Freezer-made Milkshake 2/	28,869,000	7,627,000	1.17	2.47
Ice Milk	16,481,000	4,354,000	0.67	1.41
Water Ices	15,386,000	4,197,000	0.64	1.36
Sherbet	2,556,000	675,000	0.10	0.22
Total	373,909,000	98,810,000	15.16	32.01
CHILE - 1983	(Liters)		(Liters)	
Ice Cream	22,000,000	5,812,000	1.87	3.95

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
	(Metric Tons)		(Kilograms)	
Ice Cream	11,950	5,855,500	0.43	1.70
Sherbet	1,000	367,500	0.04	0.11
Water Ices	800	294,000	0.03	0.09
Total	13,750	6,517,000	0.50	1.90
	(Liters)		(Liters)	
Ice Cream	8,072,000	2,132,600	3.53	7.46
Ice Milk	1,347,000	355,800	0.59	1.25
Sherbet & Water Ices	394,000	104,100	0.17	0.36
Total	9,813,000	2,592,500	4.29	9.07
	(Liters)		(Liters)	
Ice Cream	37,760,000	9,976,000	7.40	15.62
Water Ices	3,050,000	806,000	0.60	1.26
Total	40,810,000	10,782,000	8.00	16.88
	(Kilograms)		(Kilograms)	
Ice Cream	5,071,800	1,035,000	0.88	2.59
	(Kilograms)		(Kilograms)	
Ice Cream	4,500,000	2,205,000	0.63	2.47
Ice Milk	1,500,000	735,000	0.21	0.82
Sherbet & Water Ices	2,000,000	735,000	0.28	0.82
Total	8,000,000	3,675,000	1.12	4.11
	(Metric Tons)		(Kilograms)	
Ice Cream	20,000	9,800,000	0.44	1.71
Ice Milk	5,000	1,470,000	0.07	0.26
Sherbet & Water Ices	2,000	735,000	0.04	0.13
Total	25,000	12,005,000	0.55	2.10
	(Liters)		(Liters)	
Ice Cream - Industrial	192,192,000	50,777,000	3.50	7.40
	(Liters)		(Liters)	
Ice Cream	295,600,000	78,098,000	4.80	10.13
Sherbet & Water Ices	28,800,000	7,503,000	0.46	0.97
Total Industrial Prod.	324,000,000	85,601,000	5.26	11.10
Small Establishments	83,000,000	21,929,000	1.35	2.84
Total	407,000,000	107,530,000	6.61	13.94
	(Metric Tons)		(Kilograms)	
Ice Cream - Industrial	25,000	12,250,000	2.55	10.00
Ice Cream - Confectionary	12,000	5,880,000	1.22	4.80
Total	37,000	18,130,000	3.77	14.80
Ice Cream		4,536,000		7.72
Sherbet		73,500		0.13
Water Ices		892,500		1.52
Total		5,501,500		9.37
	(Metric Tons)		(Kilograms)	
Ice Cream	252,000	115,680,000	0.34	1.55

Country and Product	ANNUAL PRODUCTION In Reported Units	Converted to U.S. Gallons	In Reported Units	Converted to U. S. Pints
	(Liters)		(Liters)	
Ice Cream	1,308,000	345,573	0.01	0.02
	(Liters)		(Liters)	
Ice Cream	27,000,000	7,133,400	7.40	15.62
	(Liters)		(Liters)	
Ice Cream - Industrial	250,000,000	66,050,000	4.38	9.25
Small Establishments	100,000,000	26,420,000	1.75	3.69
Total	350,000,000	92,470,000	6.13	12.94
	(Metric Tons)		(Kilograms)	
Ice Cream & Related Prod.	7,700	3,773,000	0.77	3.02
	(Liters)		(Liters)	
Ice Cream	195,000,000	51,519,000	1.62	3.41
Ice Milk	60,000,000	15,852,000	0.50	1.05
Lacto Ices	326,000,000	86,129,000	2.70	5.70
Water Ices	319,000,000	84,280,000	2.64	5.58
Total	900,000,000	237,780,000	7.46	15.74
	(Metric Tons)		(Pounds)	
Ice Cream & Related Prod.	1,600	784,000	1.56	2.42
	(Liters)		(Liters)	
Ice Cream	400,000	105,680	0.02	0.05
Milk Ices	50,000	13,210	--	--
Sherbet & Ices	8,500	2,245	--	--
Total	458,500	121,135	0.02	0.05
	(Kilograms)		(Kilograms)	
Ice Cream	18,400,000	7,213,000	0.45	1.69
	(Metric Tons)		(Kilograms)	
Dairy Ice Cream	1,500	735,000	0.50	1.96
Ice Milk	200	98,000	0.07	0.27
Water Ices	500	184,000	0.17	0.50
Sherbet	1,200	441,000	0.40	1.18
Arabic Ice Cream	300	147,000	0.10	0.39
Total	3,700	1,605,000	1.24	4.30
	(Liters)		(Liters)	
Ice Cream 3/	149,448	39,484	0.09	0.18
	(Liters)		(Liters)	
Ice Cream	2,500,000	6,605,000	6.85	14.46
	(Liters)		(Liters)	
Ice Cream	4,858,800	1,283,700	0.34	0.73
Bars & Popsicles	3,900,800	1,030,600	0.28	0.58
Total	8,759,600	2,314,300	0.62	1.31
	(Liters)		(Liters)	
Ice Cream	80,000,000	21,136,000	1.00	2.12
Sherbet & Water Ices	10,000,000	2,642,000	0.13	0.27
Total	90,000,000	23,778,000	1.13	2.39
	(Liters)		(Liters)	
Industrial Ice Cream	875,000	231,000	0.04	0.08
Other Related Products	2,400,000	634,000	0.10	0.21
Total	3,275,000	865,000	0.14	0.29

PRODUCTION OF ICE CREAM AND RELATED PRODUCTS - CANADA
1971-1985 1/

Year	Ice Cream			Freezer-made Milkshake 2/	Ice Milk	Sherbet	Water Ices	Total All Products
	Hard	Soft	Total					
	(Thousand Liters) 3/							
1971	254,591	17,848	272,439	10,826	7,901	3,519	12,847	307,532
1972	258,851	18,066	276,917	9,369	13,674	3,701	13,588	317,249
1973	256,954	18,221	275,175	10,304	13,879	3,914	15,402	318,674
1974	259,164	18,580	277,744	12,003	11,429	3,841	11,583	316,600
1975	266,515	20,717	287,232	11,820	12,675	3,337	12,602	327,666
1976	258,850	20,721	279,571	13,219	14,084	3,578	11,665	322,117
1977	269,637	21,536	291,173	15,364	15,219	3,122	11,398	336,276
1978	266,150	21,465	287,615	14,718	15,158	3,528	11,786	332,805
1979	289,748	17,921	307,669	24,112	12,130	3,664	12,744	360,319
1980	295,215	16,718	311,933	26,803	12,446	3,170	12,924	367,276
1981	292,421	19,549	311,970	28,094	13,429	2,900	13,074	369,467
1982	284,898	18,541	303,439	27,391	13,345	2,486	14,249	360,910
1983	293,784	17,805	311,589	28,239	13,435	3,194	16,266	372,723
1984	283,996	17,209	301,205	26,244	16,929	2,900	19,496	366,774
1985	292,667	17,540	310,207	28,869	16,481	2,556	15,886	373,999

1/ Excludes production in Newfoundland and Prince Edward Island.

2/ Freezer-made milkshake derived by applying 40% overrun in milkshake mix.

3/ One U. S. quart equivalent to .946 liter.

Prepared by the International Ice Cream Association from data released by Statistics Canada.

MONTHLY PRODUCTION OF ICE CREAM AND RELATED PRODUCTS - CANADA

1985 1/

Month	Ice Cream			Freezer-made Milkshake 2/	Ice Milk	Sherbet	Water Ices	Total All Products
	Hard	Soft	Total					
	(Thousand Liters) 3/							
January	16,505	501	17,006	1,568	565	187	499	19,825
February	19,058	583	19,641	1,597	793	195	598	22,824
March	26,441	742	27,183	2,492	1,101	206	1,356	32,338
April	25,464	1,534	26,998	2,674	1,718	268	1,570	33,228
May	30,904	2,371	33,275	2,715	2,172	290	3,086	41,538
June	30,438	2,972	33,410	2,913	2,272	265	3,255	42,115
July	34,562	3,441	38,003	3,228	2,393	317	2,614	46,555
August	29,939	2,359	32,298	3,412	1,900	183	1,766	39,559
September	21,314	1,329	22,643	2,349	1,274	171	464	26,901
October	20,751	811	21,562	2,141	1,011	141	205	25,060
November	19,621	481	20,102	1,977	767	173	302	23,321
December	17,670	416	18,086	1,803	515	160	171	20,735
YEAR	292,667	17,540	310,207	28,869	16,481	2,556	15,886	373,999

1/ Excludes production in Newfoundland and Prince Edward Island

2/ Freezer-made milkshake derived by applying 40% overrun to milkshake mix.

3/ One U. S. quart equivalent to .946 liter.

Prepared by the International Ice Cream Association from data released by Statistics Canada

PER CAPITA PRODUCTION OF ICE CREAM - CANADA
BY PROVINCES - 1970-1985

Province	1970	1975	1980	1982	1983	1984	1985
			(liters) 1/				
Alberta	16.06	17.12	14.59	13.50	14.69	15.40	16.11
British Columbia	13.26	13.71	14.44	12.58	12.46	10.68	10.97
Manitoba	15.41	18.65	20.43	19.94	19.92	18.19	17.33
New Brunswick	13.54	14.01	10.83	11.87	12.39	12.54	12.20
Nova Scotia	14.97	15.60	13.96	12.66	13.42	12.87	12.40
Ontario	12.80	11.22	13.06	13.32	13.56	12.80	13.46
Quebec	12.17	12.46	12.35	10.97	10.76	10.56	10.56
Saskatchewan	12.44	12.69	11.26	10.04	10.94	11.14	10.37
CANADA	13.13	13.06	13.38	12.66	12.87	12.33	12.57

1/ One U. S. quart equivalent to .946 liter.

2/ Excludes production and population for Newfoundland and Prince Edward Island.

Prepared by the International Ice Cream Association from data released by Statistics Canada.

Country and Product	ANNUAL PRODUCTION In Reported Units	Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	Converted to U. S. Pints
	(Liters)		(Liters)	
Ice Cream	15,294,000	4,041,000	1.06	2.24
Water Ices	6,555,000	1,732,000	0.45	0.95
Other	21,849,000	5,772,000	1.51	3.19
Total Industrial	43,698,000	11,545,000	3.03	6.40
Small Establishments	34,000,000	8,983,000	2.36	4.98
Total	77,698,000	20,528,000	5.39	11.38
	(Liters)		(Liters)	
Ice Cream	58,800,000	15,535,000	17.98	37.95
Frozen Confections	6,000,000	1,585,000	1.83	3.87
Total	64,800,000	17,120,000	19.81	41.82
	(Liters)		(Liters)	
Ice Cream	2,200,000	581,000	0.03	0.07
	(Liters)		(Liters)	
Ice Cream	40,311,078	10,650,186	9.71	20.50
Soft Ice Cream	2,353,441	621,779	0.57	1.20
Sherbet	1,995,443	527,196	0.48	1.01
Total	44,659,962	11,799,161	10.76	22.71
	(Metric Tons)		(Kilograms)	
Ice Cream	24,200	11,858,000	0.26	1.00
Ice Milk	8,650	4,238,500	0.09	0.36
Sherbet	12,000	4,410,000	0.13	0.37
Total	44,850	20,506,500	0.48	1.73
	(Liters)		(Liters)	
Ice Cream & Ice Milk	4,665,000	1,232,500	0.26	0.55
	(Metric Tons)		(Kilograms)	
Ice Cream - Industrial	21,300	10,437,000	0.58	2.26
Ice Cream - Confectionary	14,200	6,958,000	0.38	1.51
Total	35,500	17,395,000	0.96	3.77
	(Metric Tons)		(Kilograms)	
Ice Cream	5,923	2,902,270	0.61	2.40
	(Liters)		(Liters)	
Ice Cream	7,883,600	2,082,800	3.15	6.66
Imported Ice Cream	764,400	202,000	0.31	0.65
Total	8,648,000	2,284,800	3.46	7.31
	(Liters)		(Liters)	
Ice Cream	21,500,000	5,680,000	0.69	1.46
Ice Milk	3,300,000	872,000	0.11	0.22
Sherbet	40,000,000	10,568,000	1.29	2.72
Others	15,000,000	3,963,000	0.48	1.02
Total	79,800,000	21,083,000	2.57	5.42
	(Liters)		(Liters)	
Ice Cream	83,400,000	22,034,280	2.15	4.53
	(Liters)		(Liters)	
Ice Cream	101,390,000	26,787,000	12.15	25.64
Soft Ice Cream	7,270,000	1,921,000	0.87	1.84
Water Ices	5,080,000	1,342,000	0.61	1.28
Total	113,740,000	30,050,000	13.63	28.76

Country and Product	ANNUAL PRODUCTION In Reported Units	ANNUAL PRODUCTION Converted to U.S. Gallons	PER CAPITA PRODUCTION In Reported Units	PER CAPITA PRODUCTION Converted to U. S. Pints
	(Liters)		(Liters)	
Ice Cream & Related Prod.	54,549,000	14,412,000	8.50	17.94
Ice Cream		8,697,754		3.72
Ice Cream Stick & Novelties		3,848,267		1.64
Total		12,546,021		5.36
	(Liters)		(Liters)	
Ice Cream	1,555,000	410,831	0.21	0.45
	(Liters)		(Liters)	
Ice Cream & Related Prod.	45,100,000	11,915,400	0.89	1.88
	(Liters)		(Liters)	
Bulk	104,584,000	27,631,000	1.87	3.95
Soft Ice Cream Mix 4/	8,803,000	2,326,000	0.16	0.33
Home Packs	94,922,000	25,078,000	1.69	3.58
Water Ices	14,743,000	3,895,000	0.26	0.56
Other Stick Confections	9,573,000	2,529,000	0.17	0.36
All Other	45,434,000	12,004,000	0.81	1.71
Total	278,059,000	73,463,000	4.96	10.49
	(Kilograms)		(Kilograms)	
Ice Cream	2,652,000	1,299,500	0.89	3.48
	(Metric Tons)		(Kilograms)	
Ice Cream	158,500	77,665,000	0.59	2.30
	(Liters)		(Liters)	
Ice Cream	2,228,300	588,700	0.13	0.28
Ice Milk	12,842,600	3,393,000	0.77	1.62
Sherbet & Water Ices	4,911,900	1,297,800	0.29	0.62
Total	19,982,800	5,279,500	1.19	2.52
	(Metric Tons)		(Kilograms)	
Ice Cream - Industrial	19,200	9,408,000	0.84	3.30
Small Establishments	3,500	1,715,000	0.15	0.60
Total	22,700	11,123,000	0.99	3.90

1/ Includes aerated milk-based confections and milk-based mixes for soft serves and thick shakes.
2/ Freezer-made milkshake derived by applying 40% overrun to milkshake base.
3/ Includes imported ice cream and sherbet.
4/ Converted into ready-made soft ice cream

1 Liter = .2642 U. S. Gallons
= 2.1114 U. S. Pints

1 U. S. Gallon of Ice Cream or Ice Milk = 4.5 Pounds
1 U. S. Gallon of Sherbet or Water Ices = 6.0 Pounds

1 Kilogram = 2.205 Pounds
= .4900 U. S. Gallons of Sherbet or Water Ices
= 3.920 U. S. Pints of Ice Cream or Ice Milk
= 2.940 U. S. Pints of Sherbet or Water Ices

1 Metric ton (1,000 Kilograms) = 2,205 Pounds
= 490.0 U. S. Gallons of Ice Cream or Ice Milk
= 367.5 U. S. Gallons of Sherbet or Water Ices

Prepared by the International Ice Cream Association from data supplied by Agriculture Attaches of the U. S. Department of Agriculture, or from government or trade statistics.

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